

16th YEAR • A WEEKLY PUBLICATION

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1/30/56

# 1956

# Calendar

8 EAST 77th STREET

NEW YORK 21, N. Y.

TRAFALGAR 9-2343

# fashion

january						
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RUTH FINLEY, EDITOR  
FRANCES HUGHES, ASSOCIATE EDITOR



## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, JANUARY 27, 1956</u>			
Friday Jan. 27 9:30 A.M. Coffee	PRESS PREVIEW OF WOMEN'S DRESSES Ohrbach's will preview the Spring collection of women's half-size and larger size dresses. By invitation only. Publ: Mark Klauser, OX. 5-4000.	OHRBACH'S	4TH FLOOR (18 WEST 35TH STREET)
Friday Jan. 27 12:00 Noon Luncheon	"GRAY FLANNEL SUIT" MERCHANDISING STORY Bert Bacharach, men's fashion writer, and Richard Grossman, promotion director for Simon & Schuster, will describe fashion merchandising in connection with the book "The Man in the Gray Flannel Suit", filmed by 20th Century-Fox for release in April. Press by invitation. Publicity: Mike Keith, OR. 9-1800. Guests: \$4.00; contact: Dick Elliot, MU. 8-0300.	MERCHANDISING EXECUTIVES CLUB	TOOTS SHOR 51 WEST 51ST STREET

### WEEK BEGINNING MONDAY, JANUARY 30, 1956

Beginning Monday Jan. 30	OPENING OF PARIS COUTURE COLLECTIONS Jan. 30: Ardanse, Anny Blatt, Pierre Cardin, Andre Ledoux, Jean Patou, Nina Ricci, Claude Riviere, Bernard Sagardoy. Jan. 31: A.C.P., Balmain, Vera Borea, Irene Dana, Jacques Heim, Germaine Lecomte, Manguin, Raphael. Feb. 1: Carven, Jean Desses, Hubert de Givenchy, Hermes, Lanvin (Castillo) Renee Lise, Charles Montaigne, Paquin, Lola Prusac, Maggy Rouff, Madeleine Vramant, Worth. Feb. 2: Balenciaga, Calixte, Mad Carpentier, Chanel, Christian Dior, Gres, Jacques Griffe, Michele Lambert, Laad Simko. Feb. 3: Bruyere, Pierre Clarence, Jeanne Fardeau, Revillon, Maurice Roger. Feb. 4: Jacques Fath, Madeleine de Rauch. Feb. 6: Renee Collard, Irmone. Feb. 7: Juliette Chauvel, Helen Hubert, Amy Linker, Henry a la Pensee. Feb. 9: Raymonde Coste, Georgette Renal. Feb. 10: Line Carmine. Feb. 14: Madeleine Bultez, Regine Lutece. Feb. 15: Valentine Bourgade. Date not set: Creed. Contact: Chambre Syndicale, 102 Rue du Faubourg, St-Honore, Paris, France.	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS, FRANCE
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Tuesday Jan. 31 10:00 A.M.	SUMMER FASHIONS BY HELENA BARBIERI Press preview of Summer cocktail and formal fashions by Helena Barbieri for Modern Couture. By invitation. Continuous showings from Tuesday, Feb. 7. Publicity: Mildred Kaldor, MU. 9-5420.	MODERN COUTURE	525 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Tuesday Jan. 31 12:00 Noon Box Lunch	OPENING OF SUMMER JUNIOR COLLECTION Lanz will present their Summer collection of junior dresses and separates on Jan. 31, Feb. 1, 2, 6, 7, 8 with box lunch at 12:00 Noon and showing at 12:30 P.M. Contact: Audrey Waymouth, OX. 5-3150.	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Jan. 31 12:15 P.M. Luncheon	"MARCH OF DIMES" FASHION SHOW Twelfth Annual "March of Dimes" Fashion Show presented for the benefit of the National Foundation For Infantile Paralysis. Prices: Luncheon and fashion show--\$25.00, \$50.00, \$75.00; fashion show only--\$10.00. Contact: Elaine Whitelaw, National Foundation, 120 Broadway, BE. 3-0500. Fashion Publicity: Eleanor Lambert, MU. 6-2130.	NEW YORK DRESS INSTITUTE	WALDORF-ASTORIA GRAND BALLROOM
Tuesday Jan. 31 4:00 P.M.	PRESS PREVIEW OF SUMMER COLLECTION Preview of cocktail, dinner and evening fashions for the press. By invitation. <u>Continuous daily from Tues., Feb. 7.</u> Contact: Jack Sulzer, WI. 7-9470.	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Wednesday Feb. 1- Mar. 30 9:00 A.M.- 5:00 P.M.	DISPLAY OF CELANESE SUMMER FASHIONS Celanese presents "Summer Spice" in sportswear, separates and casual clothes featuring washable fabrics of Celanese acetate-and-cotton. Retail buyers, buying offices, consumer and trade press editors are invited. Contact: Elizabeth Stout or Jack Cannon, MU. 9-6000.	CELANESE CORPORATION OF AMERICA	180 MADISON AVENUE SHOWROOM - 10TH FLOOR
Wednesday Feb. 1 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW "Enchantment - Daylight to Dark"--Robert-Martin, cocktail and evening; Richard Cole, daytime; Dorothy Cox for Tanner of North Carolina, sportswear; Marinette, knitwear; Swirl's Wrap 'n Tie; Ferrantelle, hairstyles; Margaret Cody, hats. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	DESIGNERS & MANUFACTURERS	HOTEL PIERRE COTILLION ROOM
Beginning Wednesday Feb. 1	OPENING OF SUMMER COLLECTION Showing of Summer separates collection by Leo de Crenza of Bellociano. Continuous daily. Contact: LA. 4-2036.	BELLOCIANO	512 SEVENTH AVENUE SHOWROOM - 30TH FLOOR
Thursday Feb. 2 12:00 Noon Luncheon	MILLINERY DIVISION LUNCHEON MEETING "Top This--Who Makes More Headway, Men or Women, for Spring 1956!" Speaker and Chmn: Frances Hodges, "Seventeen". Commentator and Co-Chmn: Conoldine Burnett. Prices: \$5.50, members; \$6.50, guests. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Assoc., EL. 5-7872.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL SHERATON-ASTOR BALLROOM
Thursday Feb. 2 2:30 P.M.	PREVIEW OF SUMMER DRESS COLLECTION Showing of David Crystal's Summer dress collection at 2:30 P.M. <u>Daily thereafter at 10:30 A.M.</u> Publicity: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Thursday Feb. 2 4:00 P.M.	PREVIEW OF SUMMER COLLECTION Philip Hulitar will preview his Summer collection. <u>Trade showings daily thereafter at 10:00 A.M. and 4:00 P.M.</u> By appointment. Contact: Peter Galligan, BR. 9-7880.	PHILIP HULITAR, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Friday Feb. 3 11:00 A.M.	PRESS PREVIEW OF SPRING VEILINGS Informal showing for the press of Spring and Summer headaddresses and veillings. By invitation only. Publ.: Maud G. Moody, LE. 2-5562,	MALINO VEILINGS	14 EAST 37TH STREET



SUMMER OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA, INC. (FOGA)

MONDAY, FEBRUARY 6

Paul Parnes Corp. . . . 2:30 P.M. *12-16-61* .498 7TH (10 FL), CH. 4-4600  
Rosalie Macrini . . . . 4:00; thereafter 12:00 & 4:00 .550 7TH (11 FL), CH. 4-2655

TUESDAY, FEBRUARY 7

Ben Reig, Inc. . . . .	10:00 A.M., Tues., Wed., Thurs.	.498	7TH (23 FL),	CH.	4-1542
A. Goodman & Co. . . . .	10:30 A.M. <i>7/130</i>	.530	7TH (17 FL),	WI.	7-4077
Rudolf Gowns . . . . .	10:30 A.M. . . . .	.530	7TH (12 FL),	WI.	7-6865
Herbert Sondheim, Inc. . . . .	10:30 A.M. . . . .	.530	7TH (20 FL),	LA.	4-7540
William Fox, Inc. . . . .	1:00 P.M. . . . .	.530	7TH (21 FL),	OX.	5-4070
Nat Kaplan, Inc. . . . .	1:15; thereafter 1:15 & 4:00	.498	7TH (21 FL),	LO.	5-4115
Larry Aldrich Co., Inc. . . . .	2:30 P.M., Tues., Wed., Thurs.	.530	7TH (12 FL),	CH.	4-1872
David Levine Co. . . . .	2:30 P.M. . . . .	.530	7TH (21 FL),	LA.	4-0237
Jack Horwitz Assoc. . . . .	3:00; thereafter 10:30 . . . .	.498	7TH ( 9 FL),	LO.	4-1860
Ben Barrack, Inc. . . . .	Continuous daily . . . . .	.498	7TH ( 7 FL),	LO.	4-3923
Martin Simon, Inc. . . . .	Continuous daily . . . . .	.498	7TH ( 7 FL),	LA.	4-2877

WEDNESDAY, FEBRUARY 8

Grabois . . . . .	1:15 P.M. . . . .	.498 7TH ( 5 FL), CH.	4-2767
Frank Starr, Inc. . . . .	1:15 P.M. . . . .	.530 7TH (10 FL), LA.	4-7690
Harvey Berin Ltd. . . . .	4:00; thereafter 1:00 & 4:00	.530 7TH ( 7 FL). PE.	6-0206

THURSDAY, FEBRUARY 9

Ed Gerrick, Inc. . . 2:30 P.M. . . . 550 7TH ( 7 FL), LO. 4-1820  
 Samuel Winston, Inc. . . 4:00 P.M. 9:00 5417 . . . 530 7TH (11 FL), CH. 4-2617

FRIDAY, FEBRUARY 10

Hannah Troy, Inc. . . . 1:00 P.M. . . . 530 7TH ( 2 FL). LO. 3-0988



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Feb. 6 4:00 P.M.	PRESS PREVIEW OF SUMMER COLLECTION Edward Abbott's Summer collection of cocktail, dinner and evening fashions, designed by Gina. By invitation only. <u>Trade from Tues., Feb. 7 at 10:30.</u> Contact: Bill Laird, LA. 4-8490.	EDWARD ABBOTT, INC.	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Monday Feb. 6 4:00 P.M.	OPENING OF SUMMER COLLECTION Showing of the Rosalie Macrini Summer cocktail and evening collection. Thereafter at 12:00 Noon and 4:00 P.M. Contact: Jo MacLeod, CH. 4-2655.	ROSALIE MACRINI (BARBARA COSTUME CO.)	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Beginning Monday Feb. 6	OPENING OF SUMMER COLLECTION Mignon's Summer collection of afternoon and cocktail fashions will be presented at continuous daily showings. Contact: BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Beginning Monday Feb. 6	PREVIEW OF IMPORTED COTTON FASHIONS Publicity: The Miles, 136 E. 38th St., IE. 2-7550.	HOPROCKSES OF LONDON	HOTEL GOTHAM
Beginning Monday Feb. 6	SHOWING OF NEW FALL FABRICS Herbert Meyer presents "Fall '56", a collection of fabrics, in his new showroom. Publicity: The Miles, 136 E. 38th St., IE. 2-7550.	HERBERT MEYER FABRICS	1400 BROADWAY SHOWROOM - 3RD FLOOR
Beginning Monday Feb. 6	PERSONAL PRESENTATION OF SUMMER COLLECTION B. H. Wragge will present the Summer collection, by appointment only, the weeks of Feb. 6 and Feb. 13. Contact: Marian C. Mitchell, WI. 7-4968.	B. H. WRAGGE	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Beginning Monday Feb. 6	PREVIEW OF FIRST AMERICAN COLLECTION Premiere showing of couture collection of dresses and costumes by Jytte of Denmark. By appointment only. Publicity: The Miles, IE. 2-7550.	JYTTE, INC.	HOTEL GOTHAM
Tuesday Feb. 7 8:15 A.M. Breakfast	ANNUAL NOTIONS BREAKFAST Kleinert's annual show for notion buyers and their merchandise managers. Press by invitation. Contact: Virginia MacAuley, MU. 2-8891.	KLEINERT'S	485 FIFTH AVENUE SHOWROOM - 3RD FLOOR
Tuesday Feb. 7 10:00 A.M.	OPENING OF SUMMER COLLECTION The Adele Simpson Summer collection at 10:00 A.M. on Tuesday, Wednesday and Thursday until Feb. 16. By invitation only. Contact: Nancy Hambly, LA. 4-7626.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Beginning Tuesday Feb. 7 10:00 A.M.	OPENING OF SUMMER COLLECTION Showing of Summer collection, designed by Violet Feigin, at 10:00 A.M., 1:00 and 4:00 P.M. daily. Contact: LO. 5-4850.	JERRY GREENWALD, INC.	498 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Beginning Tuesday Feb. 7 10:30 A.M.	NEW COLLECTION OF COTTON SUITS Arthur Jablow will present a new collection of "Trans-Continental" cotton town and travel suits, daily at 10:30 A.M. Publ.: Rose Hilton, MU. 5-5133.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Tuesday Feb. 7 10:30 A.M.	OPENING OF SUMMER COLLECTION Sam Friedlander will present the Summer collection of "Separables", cocktail and evening fashions, at 10:30 A.M. daily.	SAM FRIEDLANDER, INC.	530 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
	Contact: FE. 6-2663.		

OPENING OF SUMMER COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.

<u>TUESDAY, FEBRUARY 7</u>			
Adler & Adler, Inc.	10:30 A.M.	550 7TH, BR.	9-9600
Kane Weill.	10:30 A.M.	498 7TH, LO.	5-3041
Sport-Craft, Inc.	2:30 P.M.	550 7TH, LA.	4-9724
<u>WEDNESDAY, FEBRUARY 8</u>			
Davidow	10:30 A.M.	550 7TH, PE.	6-6909
David M. Goodstein, Inc.	10:30 A.M.	498 7TH, LA.	4-2577
<u>THURSDAY, FEBRUARY 9</u>			
Zoltan Rosenberg Co.	2:30 P.M.	550 7TH, LA.	4-6691

Tuesday Feb. 7 11:30 A.M.; 2:00 P.M.; 3:00 P.M.	OPENING OF SUMMER COLLECTIONS Rappi of Junior Formals at 11:30 A.M. and 4:00 P.M.; Will Saunders of Arkay Junior Frocks at 2:00 P.M.; Anne Fogarty of Margot Dresses at 3:00 P.M.	ARKAY; MARGOT; JUNIOR FORMALS	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
	Contact: Amy Marshall, LO. 5-2626.		

Beginning Tuesday Feb. 7 11:30 A.M.	OPENING OF SUMMER COLLECTION Summer junior and misses dresses and costumes, designed by Madeleine Fauth, at 11:30 A.M. daily.	"CLOTHES FOR YOU", INC.	1400 BROADWAY SHOWROOM - 16TH FLOOR
	Contact: Isabelle Crawford, BR. 9-7700.		

Tuesday Feb. 7 12:00 Noon	OPENING OF SUMMER COLLECTION Mollie Parnis' Summer collection at 12:00 Noon daily.	PARNIS-LIVINGSTON, INC.	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
	Contact: BR. 9-5014.		

Tuesday Feb. 7 12:00 Noon	SUMMER SPORTSWEAR BY DOROTHY COX Tanner of North Carolina will present sportswear, separates and dresses, designed by Dorothy Cox, at 12:00 Noon daily.	TANNER OF NORTH CAROLINA	HOTEL YORK 488 7TH - 6TH FLOOR
	Publ: Ken Williams, JU. 6-8217.		

Beginning Tuesday Feb. 7 12:00 Noon	OPENING OF SUMMER COLLECTION Seymour Jacobson's Summer daytime and cocktail dresses will be presented at 12:00 Noon daily.	SEYMOUR JACOBSON	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
	Publicity: Peggy Cantor, CH. 4-3488.		

Tuesday Feb. 7 1:00 P.M.	PREVIEW OF SUMMER DRESS COLLECTION Summer dresses, designed by Lee Evans, will be shown Feb. 7, 8, 9, 10 at 1:00 P.M. By invitation.	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
	Contact: Jean Ring, OX. 5-4760.		

Tuesday Feb. 7 1:00 P.M.	OPENING OF SUMMER COLLECTION Talmack's Summer collection, designed by John Moore, Tues., Wed., and Thurs. for 2 weeks.	TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
	Contact: BR. 9-1195.		

Tuesday Feb. 7 1:00 P.M.	OPENING OF SUMMER COLLECTION Introducing the first Late-Date and after-dark collection at 1:00 P.M., designed by Mr. Ric McClintock.	THE DATE LINE	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
	Contact: Bus Siegenfeld, BR. 9-2680.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Feb. 7 2:30 P.M.	OPENING OF SUMMER DRESS COLLECTION Showing of David Levine's Summer dresses at 2:30 P.M. daily. Contact: Miss Fritzi, LA. 4-0237.	DAVID LEVINE CO.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Beginning Tuesday Feb. 7 2:30 P.M.	OPENING OF SUMMER COLLECTION Showing of Maurice Rentner's Summer collection of suits, dresses and even- ing fashions, at 2:30 P.M. daily. Contact: Herman Seigenfeld, LA. 4-6968.	MAURICE RENTNER, INC.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Beginning Tuesday Feb. 7 2:30 P.M.	OPENING OF SUMMER COLLECTION Showing of Summer collection by Claire McCardell at 2:30 P.M. daily. By appointment; contact: LO. 4-2155.	CLAIRE MCCARDELL (TOWNLEY FROCKS)	550 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Tuesday Feb. 7 3:00 P.M.	PREVIEW OF JUNIOR SUMMER COLLECTION Preview for press and buying offices. By invitation. <u>Trade showings from Wed., Feb. 8 at 10:30 A.M.</u> Contact: Ray Horwitz, LO. 4-1860.	JACK HORWITZ ASSOCIATES	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Beginning Tuesday Feb. 7 4:00 P.M.	OPENING OF SUMMER DRESS COLLECTION Showing of Harmay's Summer collection of dresses, costumes and suits at 4:00 P.M. daily; also, special transitional group. Publicity: Pauline Greene, MU. 3-1150 or FE. 6-5547.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Beginning Tuesday Feb. 7	FORMAL FASHIONS BY TED SHORE Ted Shore's Summer formal fashions in chiffons, organdies, nylons and laces, at continuous daily showings. Contact: WI. 7-7326.	WILL STEINMAN, INC.	525 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Beginning Tuesday Feb. 7	OPENING OF SUMMER COLLECTIONS Showing of dressy cotton dresses by Casino of California; and sportswear and separates by Casino Classics. Continuous daily. Contact: CH. 4-0823.	CASINO OF CALIFORNIA; CASINO CLASSICS	134 WEST 37TH STREET SHOWROOM - 5TH FLOOR
Beginning Tuesday Feb. 7	OPENING: EARLY SPRING AND SUMMER COLLECTION Continuous showings of the Robert-Martin evening and cocktail dresses, designed by Mr. Paul. Publicity: Ken Williams, JU. 6-8217.	ROBERT GOLDBERG & SONS	530 SEVENTH AVENUE SHOWROOM - 28TH FLOOR
Beginning Tuesday Feb. 7	OPENING OF SUMMER DRESS COLLECTION Continuous daily showings. Contact: LO. 4-5316.	LENTZ DIMINUTIVES	530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Beginning Tuesday Feb. 7	OPENING OF SUMMER COLLECTION Jack Herzog's Summer collection of afternoon and cocktail fashions. Continuous daily. Contact: LO. 5-0525.	DONALD DRESS	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday Feb. 8 9:00 A.M. Breakfast	PREVIEW OF SUMMER SPORTSWEAR COLLECTION Summer sportswear and beachwear collection, designed by Greta Platty. By invitation. <u>Daily thereafter in showroom, 498 7th Ave., 4th Floor.</u> Publ.: Margaret Hodge, PL. 5-7630.	PLATTRY COUNTRY WEAR, INC.	HOTEL AMBASSADOR BALLROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Feb. 8- Feb. 17 9:00 A.M. And 4:00 P.M.	"TWO WEEKS WITH PAY" CAPSULE CLINICS "Charm" Magazine previews Summer '56 fashion and travel accessories. Open to divisional merchandise managers, promotion directors, fashion coordinators and buyers. <u>Daily showings</u> : 9:00 A.M., merchandise-promotion clinics; 4:00 P.M., personalized store group meetings. For appointments, contact: Elaine Kanners, PL. 9-2080.	CHARM MAGAZINE	1384 BROADWAY SHOWROOM - 18TH FLOOR
Wednesday Feb. 8 9:00 A.M. And 2:00 P.M.	PREVIEWS OF BLANKET COLLECTION Press preview at 9:00 A.M. breakfast; stores and buying offices preview, 2:00-6:00 P.M., cocktails. By invitation only. Publicity: Florence Brobeck, MU. 8-8197.	ST. MARYS BLANKETS	200 MADISON AVENUE SHOWROOM - 2ND FLOOR
Wednesday Feb. 8 9:30 A.M. Breakfast	PREVIEW OF NEW FLOOR WAX Trio will preview a new germicidal Amazon Floor Wax, with demonstration of its germ-killing effectiveness. For reservation, contact: Kurt Ross at Robert E. Rolnik Assoc., JU. 6-2791.	TRIO CHEMICAL CO.	HOTEL PLAZA WHITE & GOLD SUITE
Wednesday Feb. 8 9:30 A.M.	PREVIEW OF LEATHER COLORS AND FINISHES The Allied Kid Company's Fall-Winter 1956 collection will be previewed: <u>Feb. 8 at 9:30 A.M.</u> ---Fashion Press and Shoe Stylists; <u>Feb. 8 at 3:30 P.M.</u> ---Buying Office Fashion Coordinators, Fashion Publicists, Department Store Fashion Coordinators; <u>Feb. 9 at 9:30 A.M.</u> ---Fabric, Hosiery and Accessory Stylists. By invitation. Contact: Helen Caruso, MU. 6-1623.	ALLIED KID COMPANY	419 FOURTH AVENUE SHOWROOM - 3RD FLOOR
Beginning Wednesday Feb. 8 10:30 A.M.	OPENING OF SUMMER DRESS COLLECTION Showing of daytime and cocktail dresses, designed by CH. 4-3914.	ARNOLD & FOX	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Wednesday Feb. 8 11:00 A.M.	PRESS PREVIEW OF SUMMER COLLECTION Preview of Summer dresses, designed by Betty Carol. By invitation. <u>Continuous showings from Tues., Feb. 7.</u> Contact: Irving Manners, CH. 4-3876. Publicity: Eleanor Lambert, MU. 8-2130.	MAM'SELLE DRESS, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Wednesday Feb. 8 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Nettie Rosenstein's Spring fashions will be presented at luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	NETTIE ROSENSTEIN	HOTEL PIERRE COTILLION ROOM
Wednesday Feb. 8 12:30 P.M. Luncheon	OPENING OF SUMMER COLLECTION Showing of Elfreda's Summer collection of suits, dresses and evening fashions, designed by Elgee Bove, at 1:00 P.M., Feb. 8, 9, 10, 14, 15, 16. Contact: CH. 4-2659.	ELFREDA, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Wednesday Feb. 8 1:00 P.M. & 4:00 P.M.	SHOWING OF JUNIOR SUMMER COLLECTION Summer collection of junior daytime and cocktail fashions at 1:00 P.M. and 4:00 P.M. daily. Contact: Ellen Rowsell, LO. 4-0462.	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Wednesday Feb. 8 1:15 P.M.	OPENING OF SUMMER COLLECTION Oleg Cassini's Summer collection at 1:15 P.M. Contact: Dorothy Lambert, LO. 5-6453. Publicity: Barbara Yarosh, Alfred Davidson Assoc., PL. 5-0868.	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Wednesday Feb. 8 1:30 P.M.	OPENING OF SUMMER COLLECTION Showing at 1:30 P.M. daily. Contact: CH. 4-2659.	PIERRE BALMAIN - N.Y.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Wednesday Feb. 8 2:30 P.M.	PRESS PREVIEW: SUMMER COLLECTION BY BRIGANCE Sportsmaker will preview Summer bathing suits, playclothes, separates and dresses, designed by Brigance. By invitation. Trade showings at 2:30 P.M. daily. Contact: Julie Isles, LO. 3-1534.	SPORTSMAKER, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Beginning Wednesday Feb. 8 2:30 P.M.	SUMMER COLLECTION DESIGNED BY PATRIC Showing of the Varden Petite Summer collection, designed by Patric, at 2:30 P.M. daily. Contact: Muriel Morris, PE. 6-5460.	VARDEN PETITE	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Beginning Wednesday Feb. 8 2:30 P.M.	SUMMER COLLECTION BY CEIL CHAPMAN Showing of Ceil Chapman's Summer collection at 2:30 P.M. daily. By ap- pointment. Contact: Alto Schiffrine, LA. 4-5800.	SAMUEL CHAPMAN, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Thursday Feb. 9 9:30 A.M. Coffee	PRESS PREVIEW OF JUNIOR-TEEN FASHIONS Ohrbach's will preview their Spring collection of junior-teen dresses and sportswear, sizes 5 to 15. By invitation. Publ.: Mark Klauser, OX. 5-4000.	OHRBACH'S	4TH FLOOR BRIDAL SHOP
Thursday Feb. 9 10:30 A.M.	PREVIEW OF SUMMER COLLECTION Sylvan Rich will present his Leisure and Diminutive Summer collections. By invitation. Daily at 10:30 A.M. Publ.: Mildred Kaldor, MU. 9-5420.	MARTINI	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Thursday Feb. 9 12:00 Noon Box Lunch	PREVIEW OF SUMMER DRESS COLLECTION Dan Keller will preview his Summer dress collection. By invitation. Con- tinuous thereafter. Publicity: Margaret Hodge, PL. 5-7630.	DAN KELLER CO., INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Thursday Feb. 9 1:00 P.M.	OPENING OF LATE SPRING AND SUMMER FASHIONS Richard Cole's collection of afternoon and cocktail dresses, designed by Alan Phillips, at 1:00 P.M. daily. Publicity: Ken Williams, JU. 6-8217.	RICHARD COLE, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Thursday Feb. 9- Feb. 17 2:30 P.M.	OPENING OF SUMMER COLLECTION Clare Potter will present her Summer collection daily at 2:30 P.M. Contact: Lorraine Kehoe, PE. 6-4167.	CLARE POTTER, INC.	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Thursday Feb. 9 2:30 P.M.	OPENING OF SUMMER COLLECTION Pauline Trigere's Summer collection at 2:30 P.M. Also, Feb. 10 and Feb. 15 at 10:30 A.M. By reservation. Contact: Cecille Gordon, LO. 3-1600.	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Feb. 9 2:30 P.M.	OPENING OF SUMMER COLLECTION Daily showings thereafter at 10:30 A.M. and 2:30 P.M. Contact: EL. 5-5540.	TINA LESER, INC.	23 WEST 57TH STREET SHOWROOM - 3RD FLOOR
Beginning Thursday Feb. 9	SHOWING: LATE SPRING AND SUMMER FASHIONS Charles Gelatt will present his late Spring and Summer daytime, cocktail and evening fashions. By appointment, 9:00 A.M.-7:00 P.M. Contact: Russell O'Neil, TE. 8-2975.	CHARLES GELATT, INC.	27 EAST 62ND STREET
Friday Feb. 10 12:30 P.M. Luncheon	TATIANA DU PLESSIX CUSTOM MILLINERY Press showing of Tatiana du Plessix' Spring custom millinery. By invitation only. Publicity: Grace de Mun, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	ST. REGIS HOTEL PRIVATE SUITE-2ND FL.
Monday Feb. 13 12:00 Noon Luncheon	COLOR PREDICTIONS AT LUNCHEON "What Color Is Cash?"--showing of slides and discussion of color influences from the Far East by Madelyn Smith; and predictions on colors by Florence Terhune Whitworth. Prices: \$6.25, members; \$7.50, guests. Contact: Josephine Brush, MU. 7-8122.	NAT'L HOME FASHIONS LEAGUE (141 E. 44 ST.)	HOTEL ROOSEVELT BALLROOM
Tuesday Feb. 14 10:00 A.M.- 4:00 P.M.	PRESS PREVIEW: JAPANESE COSTUMES "Costumes and Decorative Arts of Japan". <u>Members'</u> preview: Wed., Feb. 15, 8:00 P.M.-11:00 P.M. Previews by invitation only. Open to public Thurs., Feb. 16. Publicity: Floyd Rodgers or Lillian Green, TR. 9-5500.	COSTUME INSTITUTE-- MET. MUSEUM OF ART	5TH AVE. & 82ND ST. GALLERIES
Tuesday Feb. 14 10:30 A.M.	COUTURE & BOUTIQUE COLLECTIONS FOR SUMMER Preview of Jane Derby's Summer couture and boutique collections at 10:30 A.M. on Feb. 14, 17 and 21. By invitation. Contact: Estelle Marr, PL. 5-1830. Publicity: Eleanor Lambert, MU. 8-2130.	JANE DERBY, INC.	785 FIFTH AVENUE SHOWROOM - 5TH FLOOR
Tuesday Feb. 14 12:30 P.M. Luncheon	FASHIONS AND JEWELS DURING LUNCHEON Henri Bendel will present fashions by Talmack, with diamonds by Van Cleef and Arpels during luncheon. Press by invitation. Public by reservation; contact: Banquet Dept., PL. 5-1000. Henri Bendel contact: Mary-Jane Mairs, CI. 7-1100. Produced by Mary Alice Rice, CI. 6-1790.	HENRI BENDEL	HOTEL AMBASSADOR BALLROOM
Tuesday Feb. 14 2:30 P.M. Champagne	PRESS PREVIEW OF SUMMER COLLECTION Eleanora Garnett will preview her Spring and Summer custom collection. By invitation only. Publicity: Elizabeth Maher Assoc., EL. 5-4248.	ELEANORA GARNETT	47 EAST 51ST STREET SAION
Beginning Tuesday Feb. 14	OPENING OF SUMMER COLLECTION Christian Dior-N.Y. will present their Summer collection. By appointment only. Contact: PL. 7-2024.	CHRISTIAN DIOR-N.Y.	730 FIFTH AVENUE SHOWROOM - 7TH FLOOR
Beginning Wednesday Feb. 15 11:30 A.M.	OPENING OF SUMMER DRESS COLLECTION Countess Alexander will present the Summer collection of afternoon, cocktail and evening fashions at 11:30 A.M. daily. Contact: CH. 4-5693.	COUNTESS ALEXANDER	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Feb. 16 8:30 A.M. Breakfast	YOUNG GIRLS AND SUB-TEEN IMPORTS Corduroy, velvet and velveteen import originals for young girls and sub- teens designed by: Sybil Connolly, Alberto Fabiani, Maxime de la Falaize, Mary Gordon, Ltd., Lanvin-Castillo, Lecadre-Mariner, Ronald Paterson, Emilio Pucci, Rows of Bond Street, Simonetta. By invitation only. Contact: Rosalind Allen, LO. 4-2900.	CROMPTON-RICHMOND CO. (1071 SIXTH AVENUE)	HOTEL PLAZA BALLROOM
Thursday Feb. 16 12:30 P.M. Luncheon	SPRING MILLINERY DURING LUNCHEON "Hats Full of Fun"--Peg Fischer's Spring millinery during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Peg Fischer Publ: Rosemary Sheehan, CI. 7-8060. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	PEG FISCHER (509 MADISON AVENUE)	HOTEL PLAZA PERSIAN ROOM
Feb. 18- Feb. 25	EIGHTEENTH ANNUAL NATIONAL SEW AND SAVE WEEK. Contact: National Needlecraft Bureau, 430 Park Avenue, PL. 1-3430.		

PRESS PREVIEWS: SPRING CUSTOM-ORDER AND ORIGINALS  
FOR MEMBERS OF THE PRESS WHO HAVE BEEN SPECIFICALLY INVITED

Wednesday Feb. 29	<u>SAKS FIFTH AVE.</u> At 2:30 P.M.	611 FIFTH AVE. (Designed by Sophie)	PUBL: GRACE DE MUN, PL. 3-4000
Friday March 2	<u>BERGDORF GOODMAN</u> At 11:30 A.M.	745 FIFTH AVE.	PUBL: FLORENCE NEFF, PL. 3-7300
Tuesday March 6	<u>HATTIE CARNEGIE</u> At 3:00 P.M.	42 EAST 49TH ST.	PUBL: RUTH SMITH, PL. 5-2600
Thursday March 8	<u>HENRI BENDEL</u> At 10:30 A.M.	10 WEST 57TH ST. (Bendel Originals and French Imports)	PUBL: MARY-JEAN MAIRS, CI. 7-1100
Wednesday March 14	<u>BONWIT TELIER</u> At 3:00 P.M.	721 FIFTH AVE.	PUBL: SOPHIE SHONNARD, EL. 5-6800

Thursday March 1 11:00 A.M.	PRESS PREVIEW: FASHIONS BY HOWARD GREER Jay Thorpe will preview Howard Greer's Spring and Summer fashions. By invitation. (Customer showing at 2:30 P.M.) Publicity: Rasponi Assoc., TE. 8-8171.	JAY THORPE	4TH FLOOR
Wednesday March 7 12:30 P.M. Luncheon	"GREEN ROOM" FASHIONS FOR SPRING Bloomingdale's "Green Room" ready-to-wear Spring fashions will be pre- sented during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Bloomingdale's Publicity: Margaret deMille, EL. 5-5900. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	BLOOMINGDALE'S	HOTEL PIERRE COTILLION ROOM
Thursday March 8 9:15 A.M. Coffee	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Oldric Royce will preview his custom-order collection. <u>Showing at</u> <u>9:30 A.M.</u> By invitation only. Publicity: Nona James, MU. 5-4834.	OLDRIC ROYCE	16 EAST 52ND STREET



MOVIES...MUSIC...THEATRE...OPERA

Monday  
Jan. 30      TWELFTH WEEK: METROPOLITAN OPERA      MET. OPERA HOUSE, 39TH ST. & B'WAY  
Mon., Jan. 30: Puccini's LA BOHEME. Tues., Jan. 31: Mussorgsky's BORIS  
GODUNOV. Wed., Feb. 1: Donizetti's LUCIA DI LAMMERMOOR. Thurs.,  
Feb. 2: Verdi's UN BALLO IN MASCHERA. Fri., Feb. 3: Verdi's RIGOLETTO.  
Sat., Mat., Feb. 4: Gounod's FAUST. Sat., Eve., Feb. 4: Mozart's  
LE NOZZE DI FIGARO. Publicity: Francis Robinson, FE. 6-1200.

Wednesday  
Feb. 1      PREMIERE: "THE COURT JESTER" (Movie)      PARAMOUNT THEA., B'WAY & 43RD STREET  
Danny Kaye and Glynis Johns will star in Paramount's VistaVision and  
Technicolor musical, with Basil Rathbone, Angela Lansbury, Cecil Parker.  
Produced and directed by Norman Panama and Melvin Frank. Costumes: Edith  
Head and Yvonne Wood. Paramount Publ.: Charles Earle, BR. 9-8700.

Beginning  
Feb. 1-      PANTOMIME: MARCEL MARCEAU      CITY CENTER, 131 WEST 55TH STREET  
Feb. 12      Marcel Marceau, the French pantomimist, will be the second attraction by  
the N.Y. City Center Theatre Company. Publicity: Tom Trenkle, JU. 6-2828.

Thursday  
Feb. 2      OPENING: "THE INNKEEPERS"      THEATRE TO BE ANNOUNCED  
Gordon W. Pollock will present Theodore Apstein's new play, starring  
Geraldine Page, Darren MacGavin. Director: Jose Quintero. Settings and  
lighting: David Hays. Costumes: Guy Kent. Publicity: Phillip Bloom,  
CH. 4-5185.

Wednesday  
Feb. 8      OPENING: "MIDDLE OF THE NIGHT"      ANTA THEATRE, 52ND STREET & B'WAY  
Edward G. Robinson will star in a love story by Paddy Chayefsky, produced  
and directed by Joshua Logan. Featuring: Gena Rowlands, June Walker,  
Annie Jackson. Settings: Jo Mielziner. Costumes: Motley. Publicity:  
Leo Freedman, CH. 4-7250.

Thursday  
Feb. 16      PREMIERE: "CAROUSEL" (Movie)      ROXY THEATRE, 7TH AVE. & 50TH ST.  
8:30 P.M.      Gordon MacRae and Shirley Jones will star in Rodgers and Hammerstein's  
musical, produced by 20th Century-Fox. Featuring: Barbara Ruick, Cameron  
Mitchell, Robert Rounsville. Producer: Henry Ephron. Director: Henry  
King. Costumes: Mary Wills. Premiere for benefit of N.Y. Medical College.  
By invitation only. 20th Century Publ.: Lowell Benedict, CO. 5-3320.

Thursday  
Feb. 16      OPENING: "THE PONDER HEART"      MUSIC BOX THEA., 239 W. 45TH ST.  
David Wayne will star in a new comedy by Joseph Fields and Jerome Chodorov,  
produced by The Playwrights' Company, with Una Merkel, Sarah Marshall,  
Don Hammer, Will Geer. Director: Robert Douglas. Settings: Ben Edwards.  
Costumes: Frank Spencer. Publicity: William Fields, PL. 7-6846.

Saturday  
March 10      PREMIERE: "RICHARD III" (Movie)      BIJOU THEATRE, 209 W. 45TH STREET  
8:30 P.M.      Lawrence Olivier, starring, producing and directing--with John Gielgud,  
Ralph Richardson, Cedric Hardwicke, Claire Bloom, Pamela Brown, in  
Shakespeare's drama in VistaVision and Technicolor. In association with  
Alexander Korda and released by Lopert Films. Contact: Marjorie Geiss,  
PL. 7-3330.

Thursday  
March 15      OPENING: "MY FAIR LADY"      MARK HELLINGER THEA., 51ST ST. & B'WAY  
Rex Harrison and Julie Andrews in a new musical adapted from Bernard  
Shaw's "Pygmalion", produced by Herman Levin. Book and lyrics: Alan Jay  
Lerner. Music: Frederick Loewe. Director: Moss Hart. Featuring: Stanley  
Holloway, Cathleen Nesbitt, Robert Coote. Settings: Oliver Smith.  
Lighting: Feder. Costumes: Cecil Beaton. Publ.: Richard Maney, CI. 7-4646.